



ADVERTISING MEDIA KIT

Prepared by
Jamie Insalaco
Spyder Web Enterprises
jamie@sublet.com
201-845-7300x255

What is MarkTheDay.com?

- ❖ MarkTheDay.com is a free calendar reminder service
 - Marktheday sends email reminders for its user's saved special occasions, holidays, events and appointments.

The Big Bang: High Conversion Advertising

- ❖ Each email reminder is a high conversion advertising opportunity.
 - Reminders are sent to consumers at the precise moment they are considering a purchase.
 - Each user profile indicates what products are wanted for purchase on the occasion.
 - Links to the products that match the profile of the occasion are sent with each email reminder.
 - Members benefit from special offers that are offered by Marktheday.com affiliates.
 - Advertisers benefit from targeted advertising and representation as a “Trusted” Marktheday.com advertiser.

Email Reminder Examples

❖ Special Occasion Reminders

- MarkTheDay.com user 'Steve' receives a reminder for his nephew's birthday. In Steve's profile, we know that Steve's nephew likes toys. Accordingly, we'll send Steve links to our toy affiliate's websites with any promotional offers and a "Trusted" Marktheday.com seal.

❖ Holiday Reminders

- Valentines Day: reminder emails include links and promotions to our "trusted" flower and chocolate affiliates.
- Mothers Day: reminder emails include links and promotions to our "trusted" jewelry and flowers affiliates.

ADVERTISING OPTIONS:

BANNER ADS, TEXT ADS, EMAIL ADS & TRAFFIC EXCHANGE

BANNER ADS

Banner ads include active links which are featured on all MarkTheDay.com pages. These ads will reach a maximum amount of users with a high impact and valued branded message.

CATEGORY ADS

Category Ads are comprised of a title, description and active URL which is placed only on the relevant category pages. Therefore, if you are a flower affiliate, your ad will be placed on our floral resource files. These ads offer less leads, but much more targeted visitors.

EMAIL ADS

Email ads are active links, which are included in appointment, occasion and holiday reminders whose events or profiles match your product. Email ads are a targeted form of advertising that reach the consumer when they are most likely to make a purchase.

TRAFFIC EXCHANGE

Depending on an advertiser's site traffic, reciprocal advertising options may be available. In this scenario, we would accept a portion of reciprocal advertising in place of payment for advertising.

Banner Advertising

❖ Here is sample of a Banner placed on each users' main Calendar page.

The screenshot shows the MarkTheDay.com website interface. At the top, the logo "MarkTheDay.com" is displayed with the tagline "Stay Organized in the Web". The date and time "Tuesday, March 11, 03:14 PM" are shown in the top right corner. Below the logo, there are navigation links for "Home", "Reminders", "FAQ & Support", and "My Profile". A "Themes" section is visible with four color-coded options. A red oval highlights a banner for "SUBLET.com" which advertises "Apartments, Houses & Rooms for Rent" with "Search Free" and "Post Free" options. Below the banner, there is a "View" section with "Month" selected, and a "Reminders" section with "All Reminders" selected. The main content area features a calendar for March 2008, with a "Previous" and "Next" navigation. The calendar shows dates from 1 to 31, with a highlighted date of 11. Below the calendar, there is a "Gifts & Ideas" section with various categories like "Greeting Cards", "Flowers", "Party Planning", etc.

Category Advertising

❖ Category placement banner ads use eye catching images to reach users who are looking for specific products and services.

❖ Category placement text ads reach users who are looking for specific products and services.

➤ Users navigate to these pages from any page on the site or from links in their reminder emails.

The screenshot displays the MarkTheDay.com website interface. At the top, the site logo and tagline "Stay Organized in the Web" are visible, along with navigation links for Home, My Calendar, My Reminders, FAQs, and My Profile. Below the navigation bar, there are theme selection options and a "Login" link. The main content area features several advertisements:

- A banner ad for "SUBLET.com" with a "FOR RENT" icon, advertising "Apts, Houses & Rooms", "Browse Listings Free", and "Post Listings Free".
- A banner ad for "Send Flowers & Plants" with a red oval highlighting it.
- A text ad for "Roy's Flowers" with the text "Order Online and Ship on the Same Day!", also highlighted with a red oval.
- A list of category links on the left side: Greeting Cards, Flowers & Plants, Gift Certificates, Food & Drinks, Toys & Games, Books & Music, Clothes & Jewelry, Electronics, Vacations, Sporting Gifts, Party Planning, and & More.
- Four small text ads at the bottom: "Moani Farms Fresh Orchids", "Birthday Flowers", "Quality Silk Flowers", and "Flower Bouquets Online".

The footer contains a Google search bar, a list of site categories (Holidays, Special Occasions, Appointments, My Calendar, Resources, About Us, Support), and a copyright notice for Spyder Web Enterprises LLC, 1999 to present.

Email Advertising

❖ Email ads are targeted to users that have indicated that they are interested in your product at a time when they're most likely to make a purchase.

➤ This is sent in the form of Special Occasion Reminders for Birthdays, Anniversaries and other occasions.

Dear jamie,

Don't forget! Wendy's Birthday is on Wednesday, March 12, 2008

You indicated that Wendy likes Electronics & Computers, Books, Music, Movies, Home & Garden

Click [here](#) for Electronics & Computers gifts and ideas

Click [here](#) for Books gifts and ideas

Click [here](#) for Music gifts and ideas

Click [here](#) for more Marktheday ideas and gifts

Click [here](#) to manage your special occasions

Click [here](#) to manage your holidays

Click [here](#) to manage your appointments



Best Regards,

www.Marktheday.com

Stay organized in the web!

Find & Post Rentals & Rooms at www.Sublet.com

Click [here](#) to unsubscribe from all marktheday.com emails and reminders.

© Spyder Web Enterprises, LLC, 16 Arcadian Way, Paramus NJ, 07652. All rights reserved.

Traffic Exchange Example

- Traffic exchanges can be used to offset costs for other advertising options on MarkTheDay.com.

Traffic Exchange as Text Link

[Free Calendar Service](#)

(points to www.MarkTheDay.com)

Rates and Payment Options

❖ Pay Per Click

- You are only charged when a user clicks on your ad.
- Payment is due on the 1st of each month for previous month's advertising.
- Credit Card payment is preferred.
- Monthly Budgets can be instituted.

❖ Flat Rate

- Call for pricing.
- Rates vary depending on campaign details.
- Credit Card payment is preferred.

Advertising Packages

- Triple Play
 - The highest level of integration on our site, packages are comprised of Banner ads, Email ads and Category ads.
- Double Play
 - The intermediate level of integration on our site, packages are comprised of Banner and Category Ads.
- Single Play
 - With a standard program, choose one of our three advertising options. (Banner/Email/Category)